

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
April 12, 2010
8 AM**

MINUTES

Present: Frank McNabb (Chair), Steve Rhodes

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:00 am.

2. Approval of Minutes from March 15, 2010

There was no quorum so the minutes were not approved.

3. Follow-up on Outreach

With respect to Alumni Weekend, Cynthia van Zelm said she had sent dates to the Board to see if they can staff a table at registration. She spoke with Kim Lachut at the Alumni Association about the location of tables outside the ballroom and near registration for both Friday and Saturday. Ms. van Zelm said Ms. Lachut indicated that packets will be sent via e-mail. Ms. Lachut will change the title of Philip Lodewick's presentation to "Building Downtown Storrs" on the on-line registration info. The hard copy brochure is complete so it will not be able to be changed. Steve Rhodes said he could staff a table if he is not busy with other Alumni Weekend duties. Mr. McNabb can staff a table both days as needed. **Ms. van Zelm will check with Dennis Heffley and Jim Hintz on times to staff meeting.**

The Committee discussed a packet for Alumni Weekend and suggested 1) membership brochures (b/w could be done for extras), 2) Fact Sheet, 3) Concept Plan/Timeline, 4) Housing survey. **Ms. van Zelm will check in with Ms. Lachut on how many copies she believes would be needed. Ms. van Zelm will talk to Monica Quigley about what material can be produced to ascertain housing interest from the alumni.** Mr. McNabb said it will be important to have something that can be filled out on the spot.

With respect to i-parent network (to get information out to the EO Smith community), Ms. van Zelm will get in touch with Barbara Casey ***(done/but need to determine access to blog)***.

Ms. van Zelm said she spoke to Kathleen Paterson in the Partnership office about website follow-up and Ms. Paterson indicated that with the new website, one will be able to see the number of "hits" on the site. On the new site, a bank of photos or images will change out when one navigates away from the site.

The Committee agreed to hold on producing a poster of information about Storrs Center and membership information.

Ms. van Zelm will provide Storrs Center information to Frank Mack for the Connecticut Repertory summer performances at UConn (*to be delivered on May 13*).

4. Membership Renewal Drive Update

Committee members agreed to hold off for now on sending a third renewal letter. Committee members were given a list of who had not renewed yet.

5. Next Meeting

The Committee agreed to meet on Monday, May 17 at 8 am in the Partnership office.

6. Adjourn

The meeting adjourned at 8:35 am.

Minutes taken by Cynthia van Zelm.